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**POST CAMPAIGN ANALYSIS REPORT:**

**MAIZE TRUST CORPORATE A-T-L CAMPAIGN**

[The purpose being to detail the measured responses per medium selected in support of the Maize Trust Campaign. In addition, a media Post Campaign Analysis is incorporated].

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Reg No. 1997/020140/07



### OUTLINE OF A-T-L ACTIVITY

Television and radio is currently used by Maize Trust to boost awareness and increase noting of Maize amongst consumers.

The 20" Television commercials were flighted from 11 – 31 August.  
The 45" Vernacular radio commercials were flighted from 18 – 31 August.

Subsequent follow-up bursts are scheduled for:

October 2008  
January and February 2009  
April and May 2009  
July and August 2009

### RESPONSE SUMMARY PER SUPPORT MEDIUM

#### **TELEVISION:**

Red Cherry SPOT ON & WOTZ UP tops & tails in conjunction with the two generic 20" commercials were flighted on SABC and ETV. The purpose of the tops & tails being to increase the noting of the Maize Trust commercials and in addition to generate responses to the pooled consumer competition to win cash. Furthermore, respondents to the competition were asked whether they would like to be included in a database so as to be informed of future Maize promotions or activity.

***On air question:*** Win R20 000! Tell us, what is quick, easy and healthy? To win sms your answer to 41793.

***Answer.*** Pap/Maize

#### *Investment summary:*

<b>Total interactive budget</b>	<b>:</b>	<b>R1 192 000</b>
<b>Total campaign value (budget plus Added value</b>	<b>:</b>	<b>R1 709 332</b>
<b>Added Value percentage</b>	<b>:</b>	<b>43%</b>
<b>No. of flightings</b>	<b>:</b>	<b>48 booked 46 flighted</b>



Value of additional airtime for SABC	:	R296 666
Value of additional airtime for ETV	:	R100 666
Production of Top & Tail	:	R 40 000
Research / Monitoring	:	R 40 000
Line Set up	:	R 20 000
Prize	:	R 20 000
<b>TOTAL ADDED VALUE</b>	:	<b>R517 332</b>

Response summary :

Total number of SMS generated	:	5 633
Total responses from SABC	:	3 735
Total responses from ETV	:	1 898
Average SMS's per spot flighted	:	122

Comments and considerations:

- ❖ The average SMS for all Client campaigns monitored by Red Cherry over the same period amounted to 121. The number of SMS delivered per spot for the Maize Trust campaign is on a par with other campaigns.
- ❖ Less than 1 % of respondents got the on-air question incorrect which means that the comprehension and noting of the two commercials is excellent.
- ❖ On average ETV generated more SMS per spot flighted.

Media planning: Projected performance vs. actual

INVESTMENT TOTAL:		BY STATION
S1	31%	374,000
S2	27%	322,000
S3	16%	194,000
ETV	25%	302,000
<b>TOTAL AIRTIME SPEND</b>		<b>1,192,000</b>



PROJECTED			
	AR	REACH	FREQ
WOMEN LSM 4-7 AGE 25-49	353.9	73	4.8
WOMEN	315.2	67	4.7

ACTUAL			
	AR	REACH	FREQ
WOMEN LSM 4-7 AGE 25-49	345.6	73	4.7
WOMEN	306.3	69	4.4

Comments:

- ❖ Against Woman LSM 4-7 AGE 25-49 we achieved 8.3 AR's below the projected due to 11.4 unflighted ratings.
- ❖ Against Women we achieved 8.9 AR's below the projected due to 10.2 unflighted ratings.

Although we did not acquire the projected AR's the schedule has delivered on the reach and frequency objectives set. Should stations have delivered on the number of spots flighted vs. those booked, reach and frequency projections would have been further exceeded. Compensation for missed spots will be allocated in the October 2008 burst.

Reasons for non-fighting:

- ❖ Our spots are removed because stations have oversold.
- ❖ When changes are made to a booking, scheduling don't inform library of the changes and then no material is allocated
- ❖ Library doesn't allocate material



## **RADIO:**

Red Cherry SPOT ON & WOTZ UP tops & tails in conjunction with the generic 45" vernacular commercials were flighted on African Language stations. The purpose of the tops & tails being to increase the noting of the Maize Trust commercials and in addition to generate responses to the pooled consumer competition to win cash. Furthermore, respondents to the competition were asked whether they would like to be included in a database so as to be informed of future Maize promotions or activity.

***On air question:*** Win R10 000! Tell us, what is quick, easy and healthy? To win sms your answer to 41793.

***Answer.*** Pap/Maize

### *Investment summary :*

<b>Total interactive budget</b>	<b>:</b>	<b>R716 772</b>
<b>Total campaign value (budget plus Added value</b>	<b>:</b>	<b>R1 142 920</b>
<b>Added value percentage</b>	<b>:</b>	<b>59%</b>
<b>No. of spots booked</b>	<b>:</b>	<b>338</b>
<b>Value of additional airtime</b>	<b>:</b>	<b>R218 148</b>
<b>Production of Top &amp; Tail</b>	<b>:</b>	<b>R 63 000</b>
<b>Research / Monitoring</b>	<b>:</b>	<b>R 90 000</b>
<b>Line Set up</b>	<b>:</b>	<b>R 45 000</b>
<b>Prize</b>	<b>:</b>	<b>R 10 000</b>
<b>TOTAL ADDED VALUE</b>	<b>:</b>	<b>R 426 148</b>

### *Response summary :*

<b>Total number of SMS generated</b>	<b>:</b>	<b>4 528</b>
<b>Total responses from SABC</b>	<b>:</b>	<b>3 735</b>
<b>Average SMS's per spot flighted</b>	<b>:</b>	<b>13</b>



**Comments and considerations:**

- ❖ The average SMS for all Client campaigns monitored by Red Cherry over the same period amounted to 10. The Maize Trust campaign average exceeds all other campaigns over the same period (30% more).
- ❖ 1 % of respondents got the on-air question incorrect which means that the comprehension and noting of the commercials is excellent.
- ❖ 37% of all database replies came from Ukhozi and 34% from Umhlobo Wenene.

**Media planning: Projected performance vs. actual**

**MAIZE TRUST RADIO MEDIA POST CAMPAIGN : AUGUST '08**

		WOMEN LSM 4-7 AGE 25.49				WOMEN			
	Station	No of spots	Ratings	Reach	Freq	No of spots	Ratings	Reach	Freq
PROJECTED	Ukhozi FM	38	150.4	17.86	8.42	38	158.5	19.50	8.13
ACTUAL		38	151.2	24.39	6.2	38	148.5	22.16	6.7
PROJECTED	Umhlobo Wenene FM	38	101.2	14.67	6.9	38	105.7	14.89	7.1
ACTUAL		38	102.2	15.03	6.8	38	102.4	15.06	6.8
PROJECTED	Thobela FM	38	60.9	9.49	6.42	38	65.2	9.06	7.2
ACTUAL		38	76.6	11.78	6.5	38	62.2	9.57	6.5
PROJECTED	Lesedi FM	38	128.5	14.34	8.96	38	91.3	10.82	8.44
ACTUAL		38	129.1	15.94	8.1	38	99.2	13.59	7.3
PROJECTED	Motsweding FM	38	102	11.21	9.1	38	67.4	8.25	8.17
ACTUAL		38	99.8	13.67	7.3	38	75.8	11.15	6.8
		WOMEN LSM 4-7 AGE 25.49				WOMEN			



	Station	No of spots	Ratings	Reach	Freq	No of spots	Ratings	Reach	Freq
PROJECTED	Ligwalagwala	38	45.3	5.13	8.83	38	28	4.03	6.94
ACTUAL		38	39.2	5.30	7.4	38	22.8	4.00	5.7
PROJECTED	Phalaphala	38	20	2.49	8.02	38	18.5	2.56	7.23
ACTUAL		38	18.8	5.08	3.7	38	17.4	2.72	6.4
PROJECTED	Munghana	36	20.6	3.78	5.45	36	25.6	4.25	6.02
ACTUAL		36	21.2	4.51	4.7	36	22.6	3.90	5.8
PROJECTED	Ikwekwezi	36	35.1	5.57	6.3	36	25.8	4.10	6.29
ACTUAL		36	39.9	5.96	6.7	36	34.3	6.02	5.7
PROJECTED	Total Campaign	338	664.1	68.04	9.76	338	586	62.21	9.42
ACTUAL		338	678	68.69	9.87	338	585.2	62.92	9.3

### OVERALL CAMPAIGN:

Given the information supplied, we believe that the first burst of the campaign has been successful. Follow on bursts as per the flow plan submitted herewith will continue to build on the success of the media campaign.

Kind Regards



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